August 2, 1993

To Our Retail Customers:

Effective with shipments to all our direct buying customers on Monday, August 9, 1993, the list prices for the following RJR premium brands will be reduced.

Premium Brands:

WINSTON	SALEM	CAMEL
VANTAGE	MORE	NOW
CENTURY		

Also effective with shipments on Monday, August 9, 1993, the list prices for the following RJR discount brands will be reduced.

Branded Discount:

DORAL	STERLING	MAGNA

We suggest that you consult with your cigarette supplier or chain headquarters for complete details of price changes which may result from our announcement.

We expect that the news media coverage of this action will generate a significant consumer awareness of our new pricing and an opportunity for increased sales of our cigarette brands in your store.

To help you in communicating to your customers, enclosed are point-of-sale materials to assist you in the announcement of your new RJR cigarette prices. The point-of-sale kit includes the following pieces:

Item	# Per Kit
Full-Price Large Vertical Paster	1
Full-Price Small Vertical Paster	1
WINSTON/CAMEL Starburst	1
Savings Large Vertical Paster	1
DORAL Small Starburst	1
MAGNA/STERLING Starburst	1
MONARCH Starburst	1
Total	7

Thank you for your assistance in the marketing of our products.

R. J. Reynolds Tobacco Company

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Source: https://www.industrydocuments.ucsf.edu/docs/xndn0000